

ORDER

Orders
Order / Rev: 705949
Alt Order #:
Product Desc: Flight 8/13-8/19, 2012
Estimate:
Flight Dates: 08/13/12 - 08/19/12
Original Date / Rev: 08/10/12 / 08/10/12
Order Type: Political

KPNX

Primary AE: Mike Mejia
Sales Office: KPNX
Sales Region: LOC

Agency
Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Sinema, K/ D/ Congress
Demographic: A25-54
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/19/12	16	\$12,800.00	\$10,880.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	16	\$12,800.00	\$10,880.00	0.00
Totals	16	\$12,800.00	\$10,880.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

Order Share	Share	Total
KPNX	20%	\$12,800.00
Market	100%	\$64,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPHO	0%	\$0.00
KPPX	0%	\$0.00
KSAZ	0%	\$0.00
KTFL	0%	\$0.00
KTVK	0%	\$0.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	80%	\$51,200.00

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Advertiser: Sinema, K/ D/ Congress
 Product Desc: Flight 8/13-8/19, 2012
 Estimate:
 KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPNX	08/13/12	08/17/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-1-1---	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-1-1---					2	\$600.00		0.00			
N 2	KPNX	08/18/12	08/18/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-					1	\$300.00		0.00			
N 3	KPNX	08/19/12	08/19/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S					1	\$300.00		0.00			
N 4	KPNX	08/15/12	08/15/12	M-F 3-4p Ellen	CM	3-4p	--W----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	--W----					1	\$350.00		0.00			
N 5	KPNX	08/13/12	08/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-TF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-T-TF--					3	\$450.00		0.00			
N 6	KPNX	08/13/12	08/17/12	M-F 6-630p 12 News 6pm	CM	6-630p	1-1-1--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	1-1-1--					3	\$600.00		0.00			
N 7	KPNX	08/13/12	08/19/12	M-F 10p News M-F 10pm News	CM	10-1035p	11--1--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	11--1--					3	\$1,500.00		0.00			
N 8	KPNX	08/18/12	08/18/12	Sa 10pm News Sa 10pm News	CM	10-1030p	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-					1	\$1,500.00		0.00			
N 9	KPNX	08/19/12	08/19/12	Su 10 pm News Su 10pm News	CM	10-1035p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S					1	\$1,500.00		0.00			
													Totals	16	\$12,800.00

*Tax 1 Note: Tax 0.5%.